



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

# CONTRACT

Contract / Revision 587114 /	Alt Order #
Product Matheson for Congress 2012	
Contract Dates 10/30/12 - 11/05/12	Estimate # 12998
Advertiser Matheson/D/Congress	Original Date / Revision 10/29/12 / 10/29/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast
Station KSTU	Account Executive Kent Carbon
Sales Office Salt Lake City	
Special Handling	
Demographic Adults 25-54	
IDB#	Advertiser Code
Agency Ref	Advertiser Ref

And:

Media Strategies & Research  
1580 Lincoln St  
Suite 510  
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1	13	11/05/12	11/05/12	M-F 5a-530a	5a-530a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$350.00			
N 2	13	10/30/12	11/05/12	M-F 530a-6a	530a-6a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$350.00			
		Week: 11/05/12	11/11/12	M-----				1	\$350.00			
N 3	13	10/30/12	11/01/12	M-F 6a-7a	6a-7a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---T---				1	\$600.00			
N 4	13	10/30/12	11/01/12	M-F 8a-9a	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---T---				1	\$600.00			
N 5	13	10/30/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1111--				4	\$800.00			
		Week: 11/05/12	11/11/12	1-----				1	\$800.00			
N 6	13	10/30/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1111--				4	\$900.00			
		Week: 11/05/12	11/11/12	1-----				1	\$900.00			
N 7	13	11/05/12	11/05/12	M-F 9p-1005p	9p-1005p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$2,600.00			
N 8	13	10/30/12	11/04/12	College Football Late	5p-cc		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$1,200.00			
Totals										17	\$14,550.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	17	\$14,550.00	\$12,367.50
<b>Totals</b>	<b>17</b>	<b>\$14,550.00</b>	<b>\$12,367.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU  
 5020 W. Amelia Earhart Dr.  
 Salt Lake City, UT 84116  
 (801)532-1300

Contract / Revision		Alt Order #
587114 /		
Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	Matheson for Congress	212998
Advertiser		Original Date / Revision
Matheson/D/Congress		10/29/12 / 10/29/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Add to Schedule  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 30, 2012 to Tuesday, November 06, 2012

12998

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

**KSTU-TV**

Program Name	DP	Length	Days	Gross Rate	Tue Oct 30								Wed Oct 31								Thu Nov 01								Fri Nov 02								Sat Nov 03								Total
					Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue									
KSTU 5a News	EM		M-F	\$350.00																																	1	1							
5:00 AM	5:30 AM	30		\$350.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
KSTU 5:30a News	EM		M-F	\$350.00																																			1	2					
5:30 AM	6:00 AM	30		\$700.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
KSTU 6a News	EM		M-F	\$600.00																																				1	1				
6:00 AM	7:00 AM	30		\$600.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
KSTU 8a News	EM		M-F	\$600.00																																					1	1			
8:00 AM	9:00 AM	30		\$600.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
KSTU 5p News	EN		M-F	\$800.00													1	1	1	1																				5					
5:00 PM	5:30 PM	30		\$4,000.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
KSTU 5:30p News	EN		M-F	\$900.00												1	1	1	1																				5						
5:30 PM	6:00 PM	30		\$4,500.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
KSTU 9p News	LN		M-F	\$2,600.00																																						1			
9:00 PM	10:00 PM	30		\$2,600.00																																									
Sold Out at LUR per KSTU. Lowest Rate to Clear																																													
NCAA Football	SP		Sa	\$1,200.00																																							1		
6:00 PM	9:00 PM	30		\$1,200.00																																									
11/03:Oregon vs. USC																																													
Station Gross Totals				\$14,550.00													3	2	4	2	1																			17					